

What is claimed is:

1. A method for preventing photoaging in human skin, by administering an EGF-R protein tyrosine kinase inhibitor to the human whose skin is exposed to UV radiation.

2. The method of claim 1, wherein the administration is topical.

3. The method of claim 1, wherein the administration is prior to exposure to UV radiation.

4. The method of claim 3, wherein the administration is at least six (6) hours prior to exposure.

5. The method of claim 1, wherein the tyrosine kinase inhibitor is selected from the group consisting of isoflavones, suramin sodium (and related derivatives), heribimycin-A, lavendustin-A, erbstatin, benzylidenemalononitriles, brominated quinazolines, tyrphostins, phenylaminopyridines, pyrazolopyrimidines, pyrrolopyrimidines, thioindoles, dianilinophthalimides, anthraquinones, and mixtures thereof.

6. The method of claim 4, further comprising administering a retinoid.

7. The method of claim 5, wherein the isoflavone is genistein or quercetin.

8. A composition for preventing induction of MMPs in human skin due to exposure of the skin to UV radiation, comprising an EGF-R protein tyrosine kinase inhibitor admixed in a dermatologically suitable carrier therefor.

9. The composition of claim 8, further comprising at least one additional compound selected from the group consisting of retinoids, P-450 inhibitors, antioxidants, UV sunscreens, and compatible mixtures thereof.

10. The composition of claim 9, comprising a UVA blocker and a UVB blocker, and at least one additional compound selected from the group consisting of retinoids, P-450 inhibitors, and antioxidants, and compatible mixtures thereof.

11. The composition of claim 10, wherein the additional compound is a retinoid.

12. The composition of claim 11, wherein the retinoid is retinol.

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